

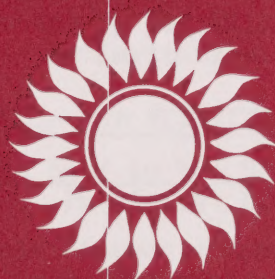
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# fashion calendar

27th year issued weekly

JUL 10 1967

'67



ruth finley, publisher   tr 9-2343   8 east 77th street   new york, n.y. 10021



## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK BEGINNING SUNDAY, JULY 9, 1967

### NEW YORK COUTURE FORTY-NINTH NATIONAL PRESS WEEK (Final Day)

<u>Sun., July 9:</u>	(10:00 A.M. JOYCE CHRISTOPHER, presents Inde coif- ( Breakfast) fures for Air India's traditional Saris. 12:00 Noon MILLINERY INSTITUTE OF AMERICA (Brunch) . 2:00 P.M. BURKE-AMEY. . . . . 3:00 P.M. ROYAL HIGHNESSES OF MOROCCO (Reception. . and showing of original caftans.	80 EAST 56TH ST.  WALDORF-SEPT RM. 16 WEST 57TH ST. TOWN HOUSE ) 5 East 75th St.)
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Sunday July 9 10:00 A.M. Buffet Breakfast	COIFFURES AND FASHIONS AT MAHARAJAH BREAKFAST Joyce Christopher (N.Y. Couture Business Council) will present exclusively- designed Inde coiffures and hairpieces for Air India's traditional Saris. Continuous showings ("Bengal Tiger" buffet breakfast) from 10:00 A.M. until 12:00 Noon. (Note Change of Date.) For local and visiting press, by invitation. Contact: Miss Lucy, 752-0976.	JOYCE CHRISTOPHER; AIR INDIA 80 EAST 56TH STREET SALON
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Sunday July 9 12:00 Noon Brunch	FALL MILLINERY PREVIEW FOR VISITING PRESS "Hatty Days Are Here Again"--preview by the Millinery Institute of America (N.Y. Couture Business Council). By invitation. Contact: MU. 6-2970.	MILLINERY INSTITUTE OF AMERICA WALDORF-ASTORIA SEPT ROOM
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### AMERICAN DESIGNER SHOWINGS--FALL 1967--FOR VISITING PRESS (July 9-14)

Unless otherwise noted, all showings will be held in the Grand Ballroom, Delmonico's, 59th Street and Park Avenue. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.

<u>Sun., July 9:</u>	(11:00 A.M.-Lunch Party, Adele Simpson's home, Greenwich, Conn. ( 3:00 P.M. (Transportation from Delmonico's and back by 4:00 P.M.) 4:00 P.M. AMERICAN DESIGNERS FASHION FORECAST--Eleanor Lambert 5:00 P.M. JOHN WEITZ 5:45 P.M. PERSIAN LAMB INSTITUTE--Cocktails and Showing (7:30 P.M.- Cocktail buffet to meet Participating Designers--Guests of (9:30 P.M. Mr. and Mrs. S. Joseph Tankoos, Jr. of Delmonico's Crystal Room.
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<u>Mon., July 10:</u>	8:00 A.M. COTY--Breakfast and introduction of Coty Award winners. The newest news in makeup. 9:00 A.M. ADELE SIMPSON 9:45 A.M. FRECHTEL 10:30 A.M. MOLLIE PARNIS 11:15 A.M. Writing Period 12:30 P.M. LUNCHEON--MAXWELL and CHARDON-MARCHE (Affiliates of GERLI and Company)--Fashions by leading designers in fabrics by Julian Tomchin. 2:00 P.M. GEOFFREY BEENE 2:45 P.M. MODELIA (DON SIMONELLI) 3:30 P.M. HADLEY 4:15 P.M. ANNE KLEIN for MALLORY
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AMERICAN DESIGNER SHOWINGS (continued from page 1)

Mon., July 10: 5:00 P.M. Writing Period  
 6:00 P.M. NATIONAL FOOTWEAR INSTITUTE (Cocktails)--CRYSTAL BALLROOM  
 (Note: HERBERT and BETH LEVINE, with ADOLFO and KENNETH LANE, will hold their usual display during the week. Time and room at DELMONICO'S will be announced.)

Tues., July 11: 8:00 A.M. Breakfast--MISTER PANTS, LYNN STUART, PANTSVILLE, GHIA  
 9:00 A.M. CHESTER WEINBERG  
 9:45 A.M. BILL BLASS for MAURICE RENTNER  
 10:30 A.M. ROXANE for SAMUEL WINSTON  
 11:15 A.M. VICTOR JORIS for CUDDLECOAT  
 12:00 Noon Writing Period  
 1:00 P.M. WARNER SLIMWEAR-LINGERIE--Luncheon and Show  
 2:30 P.M. CHRISTIAN DIOR-NEW YORK  
 3:15 P.M. KIMBERLY  
 4:00 P.M. ELINOR SIMMONS for MALCOLM STARR  
 4:45 P.M. KASPER for JOAN LESLIE  
 5:30 P.M. Writing Period  
 7:00 P.M. Dinner and Fashion Show--Guests of AMERICAN PRINTED FABRICS COUNCIL, NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS and the NEW YORK FUR DRESSERS...The Village Gate--Bleecker & Thompson Sts. (Transportation provided)

Wed., July 12: 8:00 A.M. Breakfast--Guests of Allied Chemical Corporation  
 8:30 A.M. BOUL' MICH by GERALD PIERCE  
 9:00 A.M. JEUNESSE (MORTON MYLES)  
 9:45 A.M. JACQUES TIFFEAU for TIFFEAU and BUSCH  
 10:30 A.M. ANNE FOGARTY  
 11:15 A.M. Children's Fashions--HELEN LEE, ALYSSA, LITTLE CRAFT  
 12:00 Noon Writing Period  
 1:00 P.M. SHIP 'N SHORE--Luncheon and Show. (Show by Michael Brown and David Carter.)  
 2:30 P.M. TRIGERE  
 3:15 P.M. DONALD BROOKS  
 4:00 P.M. STAVROPOULOS  
 4:45 P.M. Writing Period  
 5:30 P.M. OLGA UNDERFASHIONS (Coffee, Cocktails)--CRYSTAL BALLROOM

Thurs., July 13: 8:00 A.M. JERRY SILVERMAN (SHANNON RODGERS) Breakfast and Show.  
 9:00 A.M. ANDREW WOODS  
 9:45 A.M. BEN ZUCKERMAN  
 10:30 A.M. DOMINIC for MATTY TALMACK  
 11:15 A.M. GEORGE HALLEY  
 12:00 Noon Writing Period  
 12:30 P.M. SHEFFIELD WATCHES--Luncheon and Show--CRYSTAL BALLROOM  
 2:00 P.M. OSCAR DE LA RENTA  
 2:45 P.M. PAT SANDLER for HIGHLIGHT  
 3:30 P.M. OLEG CASSINI  
 4:15 P.M. SARMI  
 5:45 P.M. PAN AMERICAN WORLD AIRWAYS and PETER CORN ASSOC. Host "The Good Look of Fashion U.S.A."--The fashion show and apparel industries exhibition flying to Moscow, Warsaw and Prague, August--September, 1967 PLAZA BALLROOM  
 7:30 P.M. JERRY SILVERMAN PENTHOUSE PICNIC--Mayflower Hotel, 15 Cent.Fk.W.

Fri., July 14: 8:00 A.M. RITTER FURS--Breakfast and Show  
 9:00 A.M. SUZY PERETTE (VICTOR COSTA)  
 9:45 A.M. JOBERE (MORTY SUSSMAN)  
 10:30 A.M. LOTTE  
 11:15 A.M. Writing Period  
 12:30 P.M. FUR INFORMATION AND FASHION COUNCIL--Luncheon and Show  
 2:00 P.M. RUDI GERNREICH



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Released	FALL 1968 SILK AND WOOL COLOR CARDS Fashion color projection for Fall, 1968. Contact: Ann Mulligan, MU.5-5881.	THE COLOR ASSOCIATION OF THE U.S., INC.	200 MADISON AVENUE
July 10 12:00 Noon	MR. JOHN'S REPEAT CUSTOM HAT AND COUTURE SHOWING FOR PRESS AND BUYERS-- at 24 West 57th Street. By invitation. Contact: 757-1966.		
Monday July 10 12:00 Noon- 6:00 P.M.	"DAY OF BEAUTY": FOR VISITING PRESS "Winning Good Looks"--beauty news for Fall and Winter, presented by leading companies. Open house for local and visiting press. By invitation. Contact: Helen Nash or Joan Parker, PL. 1-3377, or 688-5247.	LEADING BEAUTY COMPANIES	CARLTON HOUSE GOLDEN ROOM
Monday July 10 5:00 P.M. Cocktails	PRESS SHOWING OF FALL FASHIONS Fall "silver spoon" collection, photographed in Norway. <u>Show at 5:15.</u> By invitation. Publicity: Carol Stroll Larsen, OR. 3-4700.	PECK & PECK	LE PAVILLON 111 EAST 57TH STREET
Monday July 10 5:00 P.M.	FUNCTIONAL FASHIONS FOR THE FAMILY Guest Speaker: Mr. Harold Russell, Chairman of the President's Committee on Employment of the Handicapped. Contact: RE. 7-1345.	CLOTHING RESEARCH & DEV'T FOUNDATION	DELMONICO'S
Week Of July 10	NEW FALL AND PARIS MILLINERY Continuous showings of Miss Alice's Fall hats and Paris imports. Contact: Miss Jeanette, CO. 5-2634.	MISS ALICE	6 WEST 57TH STREET SALON - 5TH FLOOR
Week Of July 10	OPEN HOUSE: FALL- WINTER JEWELRY Continuous showings of new Napier Spring-Summer jewelry fashions for press and buyers. Contact: YU. 6-6633.	THE NAPIER COMPANY	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday July 11 9:00 A.M.- 6:00 P.M.	OPEN HOUSE: FALL MAKEUP AND HAIRSTYLES Charles of the Ritz will present Fall makeup and hairstyles at open house. By invitation. Publ.: Claire Hellawell McDaniel, 956-5975.	CHARLES OF THE RITZ	DELMONICO'S COLONY SUITE - 3RD FL.
Tuesday July 11 9:00 A.M.- 5:00 P.M.	PEARL FASHIONS AT OPEN HOUSE "Golden Opportunity"--showing of cultured pearl necklaces; 14 and 18 karat gold jewelry with pearls and precious stones; new gold-filled collection. Publicity: Ethel Aaron at Daniel J. Edelman, HA. 1-5422.	IMPERIAL PEARL SYNDICATE	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday July 12 11:00 A.M.	PRESS CONFERENCE: "MODEL OF THE YEAR" Announcement of plans for Stewart International's "Model of the Year" Pageant, to be televised nationally, live and in color, by CBS, Wednesday, August 30, at 10:00 P.M. Fourteen American designers will participate in the fashion presentation. Special guest: Mayor John V. Lindsay. By invitation. Contact: Helene Obolensky, MU. 8-2900.	STEWART INT'L PRODUCTIONS (405 PARK AVENUE)	FOUR SEASONS REST. 99 EAST 52ND STREET
Wednesday July 12 12:00 Noon	CUSTOMER SHOWING OF COLLEGE FASHIONS Open to the public. (For Release, Thurs., July 13.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	6TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 12 7:15 P.M. Cocktails- Dinner	PRESS SHOWING OF FLIGHTWORKS Preview for the press of Helena Rubinstein's new Fall makeup. (Transportation from Delmonico's at 7:00 P.M.) By invitation. Publicity: Ann Walsh, EL. 5-2100.	HELENA RUBINSTEIN (655 FIFTH AVENUE)	TAVERN-ON-THE GREEN CENT.PK. AT 67TH ST.
Thursday July 13 10:30 A.M. Coffee	PRESS PREVIEW: "HABITAT NEW YORK" Preview for the press of Stern Brothers new model rooms. By invitation. (For Release, Fri., July 14.) Publicity: Jill Schoenbach, LO. 5-7950.	STERN BROTHERS	7TH FLOOR
July 17	OHRBACH RELEASE--Back-to-school fashions. (No Press Show)		
Wednesday July 19 8:30 A.M. Breakfast	"BEAUX ARTS BE-IN" COLLECTION Showing of Majestic's new collection. By invitation. Publicity: Jean Luban, LO. 4-3113.	MAJESTIC SPECIALTIES (1410 BROADWAY)	HOTEL PLAZA BAROQUE SUITE
Thursday July 20 10:00 A.M.	PRESS PREVIEW: MODEL ROOMS Preview of modern and traditional model rooms on the sixth and seventh floors. (For Release, Mon., July 24.) Publicity: Diane Wallace, TR.5-7200.	ABRAHAM & STRAUS (BROOKLYN)	9TH FLOOR FEATURE EVENTS DEPT.
Sunday July 23- July 26	LUGGAGE, LEATHER GOODS, ACCESSORIES SHOW Showing of Fall and Holiday leather goods, luggage, accessories. Contact: LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS.(220 FIFTH AVENUE)	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE
July 24	ABRAHAM & STRAUS RELEASE--MODEL ROOMS. (Preview, July 20; see above)		
Wednesday July 26 12:00 Noon Luncheon	PRESS CONFERENCE- LUNCHEON MEETING The Toni Company will invite the press to a luncheon and new product presentation. By invitation. Publ.: Marion Hammon, 312-MI.2-1102(Chicago).	THE TONI COMPANY (456 MERCHANDISE MART)	HOTEL PLAZA BAROQUE SUITE
Tuesday August 1 11:00 A.M.- 1:00 P.M. Aperitif	PRESS PREVIEW: "SHOES PLUS" Premiere of Latinas--"a unique fashion concept in store design and merchandise." By invitation. (For Release, Wed., Aug. 2.) Buyer showing, Mon., Aug. 14, 6:00 P.M. Publicity: Carolyn Saks, 279-2184.	LATINAS	769 MADISON AVENUE (AT 66TH STREET)
Beginning Tuesday August 1 August 6	OPENING: LATE FALL AND HOLIDAY COLLECTION Continuous daily informal showings of active sportswear collection. Contact: Roberta Nasta or Ed Knauer, WI. 7-6700. RETAIL JEWELERS OF AMERICA CONVENTION AT N.Y. HILTON. Cont.: 201-622-2951.	MR. THOMSON	1410 BROADWAY SHOWROOM - 22ND FLOOR
Monday August 7 9:00 P.M.	PREVIEW OF FALL COLLECTION By admission card only. (Black Tie). Buyer showing, Tuesday, August 8 at 10:30 A.M. By invitation. Contact: CH. 4-5452.	NORMAN NORELL	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday August 7	HOLIDAY AND CRUISE KNITS AND DRESSES Continuous daily showings of Holiday and Cruise knits and cocktail dresses, designed by Frank Adams. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday August 14 2:00 P.M.	SPRING-SUMMER 1968 FOOTWEAR TRENDS Advance showing of high-fashion trends in women's footwear. Special fashion designer, guest speaker. Tickets: \$10.00 (includes swatched color guide). Contact: Mrs. Thelma C. Hennessey, 686-7520.	NATIONAL SHOE RETAILERS ASSN.(200 MADISON AVE.)	HOTEL PLAZA GRAND BALLROOM
Wednesday August 16 11:30 A.M.	PRESS PREVIEW OF MISS BERGDORF FASHIONS Preview for the press of Miss Bergdorf fashions. By invitation. ( <u>For Release, Thurs., Aug. 17.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Wednesday August 16 5:30 P.M.	SHOWING OF ADOLFO'S FALL COLLECTION Saks Fifth Avenue will present the Fall millinery collection by Adolfo. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR
August 26	PARIS PICTURE RELEASE DATE.		
Thursday August 31 11:00 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Sophie, with the assistance of Stephen Erklin, will present her Fall-Winter custom-order collection. By invitation. ( <u>For Release, Fri., Sept. 1.</u> ) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday Sept. 5 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's custom-order fashions, designed by Eric. ( <u>For Release, Wed., Sept. 6.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Wednesday Sept. 6 10:30 A.M. Breakfast	STOREWIDE IMPORTS PREVIEW Preview for the press of Gimbels' 1967 storewide Import Fair. ( <u>For Release, Thurs., Sept. 7.</u> ) By invitation. Publ.: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR
Thursday Sept. 7 11:30 A.M.	PRESS PREVIEW: FALL IMPORT COLLECTION Preview for the press of Bergdorf Goodman's Fall imports. By invitation. ( <u>For Release, Fri., Sept. 8.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Monday Sept. 11- Sept. 14	WINTER-HOLIDAY NOTION AND NOVELTY SHOW "Modern Merchandising for the New Notions Look" is the theme of a 90-minute seminar to be held on <u>Tuesday, Sept. 12, at 8:00 A.M.</u> ; and "Notions Departments of the Future" will be the topic on <u>Wednesday, Sept. 13, at 8:00 A.M.</u> Contact: Ann Karas or Jonni Jahn, PE. 6-8820.	NATIONAL NOTION ASSN. (350 FIFTH AVENUE)	SHERATON-ATLANTIC HOTEL 34TH ST.& BROADWAY
Tuesday Sept. 12 11:00 A.M.	PRESS PREVIEW: CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. ( <u>For Release, Wed., Sept. 13.</u> ) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER, INC.	609 FIFTH AVENUE SALON - 8TH FLOOR
Wednesday Sept. 13 9:00 A.M.; 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Two showings of Fall import fashions: 9:00 A.M.(breakfast); 12:00 Noon (luncheon). More details and prices in a later issue. Contact: CI.7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM



FALL-WINTER SHOWINGS--CAMERA NAZIONALE DELLA MODA ITALIANA, ROME

Fri., July 14, 11:00 A.M. Opening Ceremony--Campidoglio  
4:30 P.M. Knitwear and Boutique Review (Press only)--Grand Hotel.  
Avolio, Aponte, Avagolf, Albertina, Baldini, De Simone,  
Bertoli, Princess Luciana, Noni Sport, Nardini, Naka, Trico.

Sat., July 15, 9:30 A.M. Tiziani--41 Via Gregoriana  
11:00 A.M. Ognibene-Zendman--Hotel Excelsior  
12:30 P.M. Garnett--17 Via di Villa Sacchetti  
4:30 P.M. Schuberth--Hotel Excelsior  
6:00 P.M. Barocco--45 Via Ludovisi  
8:00 P.M. Valentino--24 Via Gregoriana

Sun., July 16, 9:30 A.M. Forquet--8 Via Borgognona  
11:00 A.M. Marucelli--12 Rampa Mignanelli  
12:30 P.M. Veneziani--Hotel Excelsior  
4:30 P.M. Balestra--36 Via Gregoriana  
6:00 P.M. Antonelli--24 Via Lucullo  
8:00 P.M. Mila Schon--Grand Hotel

Mon., July 17, 9:30 A.M. Galitzine--155 Via Veneto  
11:00 A.M. Biki--Grand Hotel  
12:30 P.M. De Barentzen--5 Via Gregoriana  
4:30 P.M. Enzo--Grand Hotel  
6:00 P.M. Fabiana--11 Via Condotti  
8:00 P.M. Lancetti--61 Via Condotti  
9:45 P.M. Ken Scott--Casino Valadier (Black Tie)

Tues., July 18, 9:30 A.M. Carosa--93 Piazza di Spagna  
11:00 A.M. Baratta--Grand Hotel  
12:30 P.M. Tita Rossi--Grand Hotel (Lunch)  
3:00 P.M. Guidi--Grand Hotel  
4:30 P.M. Sarli--108 Via Veneto  
6:00 P.M. Centinaro--30 Via Lombardia  
7:30 P.M. Fontana--6 Via San Sebastianello  
9:30 P.M. High Fashion Menswear, Grand Hotel,  
Brioni, Franzoni, Datti, Baratta, Litrico

Wed., July 19, 9:30 A.M. Faraoni--169 Via Veneto  
11:00 A.M. Gregoriana--46 Via Gregoriana  
12:30 P.M. Di Lazzaro--75 Via del Corso  
4:30 P.M. Riva--86 Piazza di Spagna  
6:00 P.M. Gattinoni--1 Via Toscana  
7:30 P.M. Brugnoli--61 Via Boncompagni  
9:30 P.M. Menswear, Grand Hotel  
Rosati, Wanver, Valentini, Nativo, Siviglia

Thurs., July 20, 10:30 A.M. Gaber--Grand Hotel  
11:00 A.M. Fur fashions--Grand Hotel  
Assunta, Nobilio, Bertoletti, Fendi, Zarfati  
5:00 P.M. Children's and Junior Fashions--Zingone--Grand Hotel

Contact: Amos Ciabattoni, Secretary General, Piazza Della Repubblica, 59, Rome.  
(Tel. 483-650)



FALL-WINTER SHOWINGS--INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS

Beginning Wednesday, July 19:  
 Wednesday 10:30 A.M. Norman Hartnell, 26 Bruton St., W.1  
 July 19 12:00 Noon Ronald Paterson, 22 Bruton St., W.1  
 3:00 P.M. Hardy Amies, 14 Savile Row, W.1  
 Thursday, July 20:  
 10:30 A.M. Michael, 2 Carlos Pl., W.1  
 12:00 Noon Mattli, 63A South Audley St., W.1  
 3:00 P.M. Iachasse, 4 Farm St., W.1  
 4:30 P.M. Mattli, (second press show)  
 Tuesday, Sept. 5:  
 11:00 A.M.; 3:00 P.M.; 6:00 P.M.--Clive.  
 Contact: Miss Diana Walker, ISLFD, 9 Staple Inn, London W.C.1, tel.: CHA. 8635.

CONTINUOUS SHOWINGS IN LONDON

Annacat	Graziella Fontana	Jean Muir
Tony Armstrong	Gina Fratini	Roger Nelson
Bagatel	Ivan Goujon	Andre Peters
John Bates	Harvey Gould	Alice Pollock
Belinda Bellville	Judy Hasse	Harry B. Popper
Hylan Booker	Jaeger	Mary Quant
Anthony Charles	Georgina Linhart	Bob Schulz
Ossie Clark	Susan Locke	Maggi Shepherd
Donald Davies	Londonus	Susan Small
Colin Edward	Veronica Marsh	Liza Spain
Foale & Tuffin	Simon Massey	Mark Stevens
Sheila Follis	Gerald McCann	

FALL-WINTER SHOWINGS IN SPAIN--ALTA COSTURA, MADRID and BARCELONA

Beginning Asuncion Bastida, Paseo de Gracia, 96, Barcelona  
 Thursday Asuncion Bastida, Hermosilla, 18, Madrid  
 July 20 Elio Berhanyer, Ayala, 124, Madrid  
 Herrera y Ollero, Almirante, 9, Madrid  
 Lino, Plaza Santa Barbara, 3, Madrid  
 Marbel, Jr., Avenida de Nazaret, 1, Madrid  
 Carmen Mir, Provenza, 245, Barcelona  
 Pertegaz (July 21 at 4:00 P.M.) Generalisimo Franco, 401, Barcelona  
 Pedro Rodriguez, Paseo de Gracia, 8, Barcelona  
 Pedro Rovira, Rambla de Prat, 8, Barcelona  
 Santa Eulalia, Paseo de Gracia, 60, Barcelona  
 Vargas Ochagavia, Avenida Calvo Sotelo, 16, Madrid

FALL-WINTER SHOWINGS--CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE, PARIS  
 (P-Press; B-Buyers); Picture Release Date, Saturday, August 26

Monday, July 24:  
 11:00 A.M. Serge Lepage  
 2:30 P.M. Jean Louis Scherrer(B)  
 3:00 P.M. M.Tellin; R.Lutece  
 4:30 P.M. Madeleine de Rauch, 37, Rue Jean-Goujon(P)  
 5:00 P.M. Jean Louis Scherrer  
 6:45 P.M. Beni Salvadori  
 (time not set) Louis Feraud, 88, Faubourg St-Honore(B)

(continued on following page)



Tuesday, July 25:

10:00 A.M. Pierre Balmain, 44 Rue Francois Ier (B)  
 10:30 A.M. Christian Dior, 30, Ave. Montaigne(B)  
 12:00 Noon J. Hercey  
 3:00 P.M. Madeleine de Rauch, 37 Rue Jean-Goujon(B)  
 Nina Ricci, 20, Rue des Capucines(P)  
 5:00 P.M. M.Vaughan, M.Tellin  
 (time not set) Jacques Esterel, 85 bis, Faubourg St-Honore(B)

Wednesday, July 26:

9:30 A.M. Jean Patou, 7, Rue St-Florentin(B)  
 Jeanne Lanvin, 22, Faubourg St-Honore(P)  
 10:45 A.M. Nina Ricci, 20, Rue des Capucines(B)  
 11:00 A.M. Guy Laroche, 29, Ave. Montaigne(P)  
 3:00 P.M. Jeanne Lanvin, 22 Faubourg St-Honore(P)  
 4:30 P.M. Antonio Castillo, 95, Faubourg St-Honore(P)  
 5:00 P.M. Guy Laroche, 29, Ave. Montaigne(B)

Thursday, July 27:

10:30 A.M. Christian Dior, 30, Ave. Montaigne(P)  
 3:00 P.M. Charles Montaigne  
 Antonio Castillo, 95, Faubourg St-Honore(B)  
 I. Dana  
 Molyneux, 5 Rue Royale(P)  
 Philippe Venet, 62 Rue Francois Ier(P)  
 Jeanne Lanvin, 22, Faubourg St-Honore(B)  
 5:00 P.M. Roberto Capucci, 4 Rue Cambon  
 7:30 P.M. Carven, 6, rd. pt. Champs-Elysees(P)  
 (time not set) Yves St-Laurent, 30 bis, rue Spontini(B)

Friday, July 28:

10:00 A.M. Jeanne Lanvin, 22, Faubourg St-Honore(B)  
 10:30 A.M. Roberto Capucci, 4 Rue Cambon  
 Molyneux, 5, Rue Royale(B)  
 2:30 P.M. Jacques Heim, 15, Ave. Matignon(B)  
 3:00 P.M. Philippe Venet, 62, Rue Francois Ier(B)  
 Molyneux, 5, Rue Royale(B)  
 3:30 P.M. Carven, 6, rd. pt. Champs-Elysees(B)  
 5:00 P.M. S. Baron  
 (time not set) Chanel, 31, Rue Cambon  
 (time not set) Ted Lapidus(B)

Saturday, July 29:

11:00 A.M. Emanuel Ungaro, 2, Ave. Montaigne (B)  
 Gres, 1, Rue de la Paix(P)  
 3:00 P.M. Jacques Heim, 15, Ave. Matignon(P)  
 5:30 P.M. Emanuel Ungaro, 2, Ave. Montaigne  
 (time not set) Pierre Cardin, 118, Faubourg St-Honore(B)

Monday, July 31:

10:30 A.M. Givenchy, 3, Ave. George V (B). Gres - (time not set)  
 3:00 P.M. Yves St-Laurent; M. Roger. 5:00 P.M. B. Sagardoy.

Tuesday, August 1:

10:30 A.M. Balenciaga, 10, Ave. George V (B)  
 5:00 P.M. B. Sagardoy. Andre Courreges, 40, rue Francois Ier (P) Time not set.

Thursday, August 3:

10:30 A.M. Givenchy (P). 3:00 P.M. Gilbert Orcel.

Friday, August 4:

10:30 A.M. Balenciaga (P). 3:30 P.M. Bourgade

Contact: Marjorie Dunton (press attache) Chambre Syndicale, 100, Faubourg St-Honore,  
 Paris.



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<b>JANUARY</b> S M T W T F S <b>1</b> 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>FEBRUARY</b> S M T W T F S S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 <b>12</b> 13 14 15 16 17 18 19 20 21 <b>22</b> 23 24 25 26 27 28	<b>MARCH</b> S M T W T F S S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 <b>24</b> 25 <b>26</b> 27 28 29 30 31	<b>APRIL</b> S M T W T F S S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
<b>MAY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 <b>14</b> 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 <b>30</b> 31	<b>JUNE</b> S M T W T F S S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 <b>18</b> 19 20 21 22 23 24 25 26 27 28 29 30	<b>JULY</b> S M T W T F S S M T W T F S 1 2 3 <b>4</b> 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>AUGUST</b> S M T W T F S S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
<b>SEPTEMBER</b> S M T W T F S S M T W T F S 1 2 3 <b>4</b> 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>OCTOBER</b> S M T W T F S S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 <b>12</b> 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>NOVEMBER</b> S M T W T F S S M T W T F S 1 2 3 4 5 6 7 8 9 10 <b>11</b> 12 13 14 15 16 17 18 19 20 21 22 <b>23</b> 24 25 26 27 28 29 30	<b>DECEMBER</b> S M T W T F S S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 <b>25</b> 26 27 28 29 30 31

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<b>JANUARY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>FEBRUARY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	<b>MARCH</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>APRIL</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
<b>MAY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>JUNE</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>JULY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>AUGUST</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
<b>SEPTEMBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>OCTOBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>NOVEMBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>DECEMBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31